

FORM PTO-1449 U.S. DEPARTMENT OF COMMERCE  
(MODIFIED) PATENT AND TRADEMARK OFFICE

INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT  
(Use several sheets if necessary)  
(37 C.F.R. § 1.98(b))

ATTY. DOCKET NO.  
52846-5002-01

SERIAL NO.  
Unknown

APPLICANT  
Loeb, et al.

FILING DATE  
August 1, 2001

GROUP

1000 U.S. PTO  
09/920565  
08/01/01

**U.S. PATENT DOCUMENTS**

EXAMINER INITIAL	PATENT NUMBER								ISSUE DATE	PATENTEE	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
ERC	A	4	7	9	9	1	5	6	01/17/89	Shavit, et al.	364	401	
	B	5	1	6	8	4	4	5	12/01/92	Kawashima, et al.	364	403	
	C	5	3	1	9	5	4	2	06/07/94	King, Jr., et al.	364	401	
	D	5	4	7	5	5	8	5	12/12/95	Bush	364	401	
	E	5	4	8	3	4	4	5	01/09/96	Pickering	364	406	
	F	5	5	2	1	9	6	6	05/28/96	Friedes, et al.	379	91	
	G	5	5	9	2	3	7	5	01/07/97	Salmon, et al.	705	7	
	H	6	0	1	4	6	4	1	01/11/00	Loeb, et al.	705	34	
	I	4	9	9	2	9	4	0	02/91	Dworkin	705	26	
↓	J	5	0	5	1	9	1	4	09/91	Sansone, et al.	700	223	
ERC	K	5	9	0	7	8	4	5	05/91	Cox, et al.	707	102	

**FOREIGN PATENT OR PUBLISHED FOREIGN PATENT APPLICATION**

		DOCUMENT NUMBER							PUBLICATION DATE	COUNTRY OR PATENT OFFICE	CLASS	SUBCLASS	TRANSLATION	
														YES      NO
ERC	L	08	1	2	9	5	9	4	May, 1996	Japan				

**OTHER DOCUMENTS (Including Author, Title, Date, Relevant Pages, Place of Publication)**

ERC	M	William H. Huff, "SERIAL SUBSCRIPTION AGENCIES", Library Trends, April 1976, Vol. 24, No. 4, pp. 683-709.											
ERC	N	Jennifer Howland, "NATIONAL DISTRIBUTORS: SCANNING THE FUTURE", Folio Magazine, February 1985, pp. 69											
ERC	O	Wally Wood, "CIRCULATION MARKETING: LET YOUR MAGAZINE DO THE SELLING", Folio Magazine, June 1985, pp. 69											
ERC	P	Folio: The Magazine for Magazine Management, "TITLES TURN TO CREDIT CARD BILLING", January 1, 1991, Vol. 20, No. 1, ISSN: 0046-4333, pp. 21.											
ERC	Q	Scott Donaton, "MAGAZINES SET TO TEST AUTOMATIC RENEWALS", Advertising Age, January 7, 1991, New Section, pp. 6.											

EXAMINER

*Cosimano, E.*

DATE CONSIDERED

*10/27/03*

EXAMINER: Initial citation considered. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<p>FORM PTO-1449 U.S. DEPARTMENT OF COMMERCE (MODIFIED) PATENT AND TRADEMARK OFFICE</p> <p style="text-align: center;">INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use several sheets if necessary) (37 C.F.R. § 1.98(b))</p>	<p>ATTY. DOCKET NO. 52846-5002-01</p> <p>APPLICANT Loeb, et al.</p>	<p>SERIAL NO. Unknown</p> <p>FILING DATE August 1, 2001</p> <p>GROUP</p>
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<i>ERC</i>	R	Echo Montgomery Garret, "PLAYING THE TRUMP CARD.....", Folio's Publishing News, January 15, 1991, Vol. 3, No. 1, ISSN: 1043-8688, pp. 29.
	S	John Masterson, "TITLES TURN TO CREDIT CARD BILLING TO BOOST RENEWALS; CIRCULATION", Direct February 1991, Vol. 3, No. 2, ISSN: 1046-4174, pp. 16.
	T	Elliott King, "MAGAZINES TEST 'TILL FORBID' PROGRAMS; AUTOMATIC RENEWALS; CIRCULATION INSIDER", Target Marketing, February 1991, Vol. 14, No. 2, ISSN: 0889-5333, pp. C2
<i>↓</i>	U	Tony Silber, "NO AUTOMATIC ACCEPTANCE FOR AUTORENEW; PERIODICAL SUBSCRIPTION; UPDATE", Folio The Magazine for Magazine Management, May 1, 1991, Vol. 20, No. 5, ISSN: 0046-4333, pp. 13
<i>ERC</i>	V	John Motavalli, "AMEX MERGER TALKS NEAR END; AMERICAN EXPRESS PUBLISHING CO.", Inside Media, November 20, 1991, ISSN: 1046-5316, pp. 1

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<i>ERC</i>	W	John Motavalli, "TIME AND AMEX DISCUSS MERGING TITLES; TIMES, INC. MAGAZINE CO., AMERICAN EXPRESS PUBLISHING CORP.", Inside Media, February 5, 1992, ISSN: 1046-5316, pp.5
	X	Scott Donaton, "AMEX WILL REVAMP 2 BOOKS; TALKS ON WITH TIME WARNER", Advertising Age, February 17, 1992, News Section, pp. 54.
	Y	Fred Pfaff, et al., "AMEX SHUFFLES MAGAZINE GROUP; AMERICAN EXPRESS PUBLISHING CORP", Inside Media, March 4, 1992, ISSN: 1046-5316, pp. 1
↓	Z	John Motavalli, "TIME WARNER - AMEX TALKS AT 'HIGHEST LEVELS'; POSSIBLE DEAL WOULD BRING TRAVEL AND LEISURE AND FOOD & WINE TO TIME, INC.; AMERICAN EXPRESS PUBLISHING CORP.", Inside Media, April 29, 1992, ISSN: 1046-5316, pp. 22.
<i>ERC</i>	AA	Karen Burka, "TIME, AMEX CLOSE IN ON JOIN VENTURE; TIME, INC.; AMERICAN EXPRESS PUBLISHING CORP.", Direct Magazine, January 1993, Vol. 5, No. 1, ISSN: 1046-4174, pp. 11.

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<i>ERC</i>	BB	John Motavalli, "CHUCKLING AT RUMORS...", Inside Media, January 20, 1992, ISSN: 1046-5316, p. 28.
	CC	William Smith, "CAN ATLANTA'S PREMIER MAGAZINE ABOUT CULTURE, FOOD, ENTERTAINMENT, FOOD, CELEBRITIES, FOOD FASHION, FOOD, POLITICS, AND FOOD MAKE IT ON A GREATLY SLIMMED DOWN BUDGET?", Georgia Trend, September 1993, Vol. 9, No. 1, Sec. 1, pp. 52.
	DD	Karen Burka, "TIME WARNER'S NEW SLANT ON MAGAZINE SUBS", Direct January 1994, Vol. 6, No. 1, pp. 12, ISSN 1046-4174, pp. 12.
	EE	Eric Bryant, "MAKE THE LIBRARY CONNECTION:; The Magazine for Magazine Management, March 1, 1994, Vol. 23, No. 4, pp. 33-34.
<i>ERC</i>	FF	Pamela Cibbarelli, "CIBBARELLI'S SURVEYS: USER RATINGS OF LIBRARY SUBSCRIPTION SERVICES", Computers in Libraries, June 1995, Vol. 15, No. 6, ISSN: 1041-7915, pp. 29-34.

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<i>ERC</i>	GG	Cris Beam, "NEW HOPE FOR AUTORENEWLAS, AUTOMATIC MAGAZINE SUBSCRIPTION RENEWALS", Folio: The Magazine for Magazine Management, August 1, 1996, Vol. 25, No. 11, ISSN: 0046-4333, p. 24.
<i>J</i>	HH	Publisher's Clearinghouse On-Line Magazine Ordering Entitled "DEAL OF THE DAY", Dated Thursday, March 6, 1997, (pch.com), 8 pp.
<i>J</i>	II	Folio; Publishing News, "MAGAZINES REPORT POOR RESULTS IN RENEWAL SERVICE'S TESTS; AUTORENEW AUTOMATIC SUBSCRIPTION RENEWAL SERVICE", April 1992, Vol. 4, No. 4, pg. 10
<i>J</i>	JJ	Advertising Age, "AUTOMATIC RENEWAL TESTS AT CONDE NAST," February 3, 1992, pg. 10.
<i>ERC</i>	KK	Folio's Publishing News, February 15, 1991, "LIFE AFTER THE NUMBERS GAME, A RADICAL RETHINKING OF CIRCULATION ECONOMICS AND STRATEGIES IS UNAVOIDABLE, SAYS MPA'S BOB COHN; MAGAZINE PUBLISHERS OF AMERICA; NEWSMAKER; INTERVIEW", Vol. 3, No. 2, Pg. 27, ISSN: 10443-8688

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OTHER DOCUMENTS (including REPRINT, TRANSLATE, ETC.)		
<i>ERC</i>	LL	Folio: The Magazine for Magazine Management, "AUTOMATIC RENEWALS: 10 TIPS FROM THE FRONT LINES; PERIODICALS; BRIEF ARTICLE", November 1, 1996, Vol. 25, No. 16, ISSN: 0046-4333, p. 9.
	MM	Paula Squires, "EVEN DEATH MAY NOT STOP YOUR READER'S DIGEST SUBSCRIPTION", The Richmond Times Dispatch, March 16, 1997.
<i>ERC</i>	NN	David N. Rosen, "A GREAT IDEA COMES OF AGE. AUTORENEWAL LETS YOU CUT MAILING EFFORTS AND IMPROVE SUBSCRIBER RETENTION; PERIODICAL PUBLISHING", Folio Magazine, February 1, 1998, Vol. 27, No. 2, ISSN: 0046-4333, p. 37.
<i>ERC</i>	OO	Linge: "A MULTIMEDIA ARCHITECTURE FACILITATING INTERACTIVE CUSTOMER SERVICES", 18 <sup>th</sup> Biennial Symposium on Communications Symposium Proceedings 2-5 June 1996, pages 301-304 (Abstract Only).

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